

**AMENDMENTS TO THE CLAIMS**

1. (Cancelled)
2. (previously presented) A collapsible structure as defined in claim 42, wherein at least a portion of the peripheral edge of said first wing panel is hingedly connected to one of the two opposed lateral edges of said back panel and at least a portion of the peripheral edge of said second wing panel is hingedly connected to the other one of the two opposed lateral edges of said back panel.
3. (previously presented) A collapsible structure as defined in claim 42, wherein in said collapsed position the interior surface of said first wing panel and the interior surface of said second wing panel are opposed to the front surface of said back panel.
4. (previously presented) A collapsible structure as defined in claim 42, wherein in said collapsed position the exterior surface of said first wing is opposed to the back surface of said back panel.
5. (previously presented) A collapsible display structure as defined in claim 42, wherein said back panel, said first wing panel, said second wing panel and said guides are made of a material including plastics.
6. (Cancelled)
7. (previously presented) A collapsible display structure as defined in claim 42, wherein said flexible strips are made of a material including plastics, said flexible strips being thermally adhered between said first wing panel and said back panel, and between said second wing panel and said back panel.

8. (Original) A collapsible display structure as defined in claim 5, wherein said guides include a series of spaced apart T-shaped protrusions.
9. (Original) A collapsible display structure as defined in claim 8, wherein said T-shaped protrusions are uniformly spaced along the interior surface of said first wing panel and said second wing panel.
10. (Original) A collapsible display structure as defined in claim 5, wherein said guides include a series of spaced apart L-shaped protrusions.
11. (Original) A collapsible display structure as defined in claim 8, wherein two T-shaped protrusions form a groove adapted to slidably receive a shelf unit.
12. (Original) A collapsible display structure as defined in claim 5, wherein the exterior surface of said first wing panel is adapted to receive a graphic presentation element.
13. (Original) A collapsible display structure as defined in claim 5, wherein said collapsible display structure includes a base portion.
14. (Original) A collapsible display structure as defined in claim 13, wherein said back panel, said first wing panel and said second wing panel are removably attachable to said base portion.
15. (previously presented) A collapsible display structure as defined in claim 5, wherein said back panel is adapted to be mounted to a supporting structure.
16. – 34. (Cancelled)
35. (Original) In combination:
  - a collapsible display structure comprising:

- a) a back panel having a front surface, a back surface, and two opposed lateral edges;
  - b) a first wing panel and a second wing panel each having:
    - i) an interior surface including guides for receiving at least a portion of a shelf module;
    - ii) an exterior surface;
    - iii) a peripheral edge;
  - c) said first wing panel and said second wing panel being hingedly connected to said back panel such that said first wing panel and said second wing panel are movable between an expanded position and a collapsible position wherein in the expanded position the interior surface of said first wing panel and the interior surface of said second wing panel face each other and are positioned to receive therebetween a shelf module;
- a shelf module comprising:
- a) a frame having a front portion, a back portion and two opposed side portions;
  - b) a merchandise-receiving portion suitable for holding an item of merchandise to be displayed, said merchandise-receiving portion being positioned between said front portion and said back portion and between said two opposed side portions;
  - c) guide-engaging elements positioned along said two opposed side portion for slidably engaging said guides on said display structure;
  - d) a locking device positioned along said back portion, said locking device being movable between a locked position and an unlocked position, wherein:
    - i) in the locked position said locking device prevents said shelf module from being inserted or removed from the display structure;

- ii) in the unlocked position said locking device allowing said shelf module to be inserted or removed from said display structure.
36. (Original) A combination as disclosed in claim 35, wherein said locking device includes an elongated flexible strip having two terminal ends, said flexible strip being positioned along said back portion and along a longitudinal axis extending between said two terminal ends.
37. (Original) A combination as disclosed in claim 36, wherein said elongated strip includes a resilient flexible strip of materials including plastics.
38. (Original) A combination as disclosed in claim 37, wherein said elongated strip includes at least two elongated slots positioned along said longitudinal axis.
39. (Original) A combination as disclosed in claim 38, wherein pegs fixedly connected to said back portion of said shelf module extend through said elongated slots of said locking device for connecting said locking device to said shelf module.
40. (Original) A combination as disclosed in claim 39, wherein said elongated strip includes two blocking elements positioned one at each of said terminal ends for engaging with a portion of said guides of said display structure when said locking device is in the locked position.
41. (Cancelled)
42. (previously presented) A collapsible display structure comprising:
- a back panel having a front surface, a back surface, and two opposed lateral edges;
  - a first wing panel and a second wing panel each having:

- a) an interior surface including guides for receiving at least a portion of a shelf module;
- b) an exterior surface;
- c) a peripheral edge;
- said first wing panel and said second wing panel being hingedly connected to said back panel via flexible strips, such that said first wing panel and said second wing panel are movable between an expanded position and a collapsible position wherein in the expanded position the interior surface of said first wing panel and the interior surface of said second wing panel face each other and are positioned to receive therebetween a shelf module for engagement with the guides on the interior surfaces of said first wing panel and said second wing panel.

43. (currently amended) A collapsible display structure comprising:

- a back panel having a front surface, a back surface, and two opposed lateral edges;
- a first wing panel and a second wing panel each having:
  - a) an interior surface including guides for receiving at least a portion of a shelf module;
  - b) an exterior surface;
  - c) a peripheral edge;
  - d) said first wing panel and said second wing panel being hingedly connected to said back panel such that said first wing panel and said second wing panel are movable between an expanded position and a collapsible position wherein in the expanded position the interior surface of said first wing panel and the interior surface of said second wing panel face each other and are positioned to receive therebetween a shelf module for engagement with the guides on the interior surfaces of said first wing panel and said second wing panel;

- a base portion, wherein said first wing panel, said second wing panel and said back panel are attachable to said base portion~~being attachable to a base portion.~~
44. (previously presented) A collapsible structure as defined in claim 43, wherein at least a portion of the peripheral edge of said first wing panel is hingedly connected to one of the two opposed lateral edges of said back panel and at least a portion of the peripheral edge of said second wing panel is hingedly connected to the other one of the two opposed lateral edges of said back panel.
45. (previously presented) A collapsible structure as defined in claim 43, wherein in said collapsed position the interior surface of said first wing panel and the interior surface of said second wing panel are opposed to the front surface of said back panel.
46. (previously presented) A collapsible structure as defined in claim 43, wherein in said collapsed position the exterior surface of said first wing is opposed to the back surface of said back panel.
47. (previously presented) A collapsible display structure as defined in claim 43, wherein said back panel, said first wing panel, said second wing panel and said guides are made of a material including plastics.
48. (currently amended) A collapsible display structure as defined in claim 47, wherein said ~~first-side~~ first wing panel and said ~~second-side~~ second wing panel are hingedly connected to said back panel by flexible strips.
49. (previously presented) A collapsible display structure as defined in claim 48, wherein said flexible strips are made of a material including plastics, said flexible strips being thermally adhered between said first wing panel and said back panel, and between said second wing panel and said back panel.

- 50. (previously presented) A collapsible display structure as defined in claim 47, wherein said guides include a series of spaced apart T-shaped protrusions.
- 51. (previously presented) A collapsible display structure as defined in claim 50, wherein said T-shaped protrusions are uniformly spaced along the interior surface of said first wing panel and said second wing panel.
- 52. (previously presented) A collapsible display structure as defined in claim 47, wherein said guides include a series of spaced apart L-shaped protrusions.
- 53. (previously presented) A collapsible display structure as defined in claim 50, wherein two T-shaped protrusions form a groove adapted to slidably receive a shelf unit.
- 54. (previously presented) A collapsible display structure as defined in claim 47, wherein the exterior surface of said first wing panel is adapted to receive a graphic presentation element.
- 55. (cancelled)
- 56. (previously presented) A collapsible display structure as defined in claim 43, wherein said first wing panel, said second wing panel and said back panel are removably attachable to said base portion.
- 57. (previously presented) A collapsible display structure as defined in claim 47, wherein said back panel is adapted to be mounted to a supporting structure.